I am a hearing aid user, my hearing aids have a telecoil. I have bought several cell phones in the last 10 years. The first two, I had to buy without the benefit of trying the phone in the store and found when I took the phone home, that there was terrible interference with my hearing aids. When stores began to allow customers to try phones in the store, I was able to find the phone that caused the least interference with my hearing aids. It is important to me as a consumer to have the ability to try before I buy. Not only does this help me to be able to weed out those products that absolutely will not work for me, but it also makes the time I spend with the customer service reps more productive. They do not have to spend the time to write up extensive paperwork for a phone that does not work for me, and then have to take the time to write up even more extensive paperwork if I have to bring the phone back. I have rejected several phones in the last six months in my search to find the phone that works with my hearing aids, and had I not had the benefit of in-store testing, I would have wasted a huge amount of time with the store clerks, not to mention that I probably would have dropped my cell phone provider. My requirements are simple. I want the phone to have the least of interference with my hearing aids, and preferably to find a hearing aid compatible phone, and to have adequate volume control. The valuable service of in-store testing is one that should continue to be offered, if cell phone providers want to sell me a phone.